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Burpee Seeds Grow... and SELL!

Profit More with BURPEE SEEDS

Burpee Hybrid CUCUMBER

35¢



BURPEE HYBRIDS
NEW GIANT
ZINNIAS

25¢



ORDER NOW (No Investment)

See inside pages

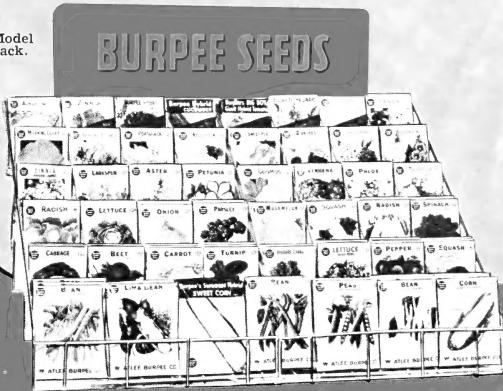
W. ATLEE BURPEE CO. *Seed Growers*

PHILADELPHIA 32, PA. • CLINTON, IOWA • RIVERSIDE, CALIF. • SANFORD, FLA.

You sell more!—Burpee, the best known name, outsells lesser-known brands. Unit sales are larger—more packets over 15¢ of fast-selling Burpee specialties. You get a bigger discount on Burpee Seeds.

- **50% DISCOUNT**—You make 50¢ profit on every dollar's worth of Burpee color packets sold. Regardless of total volume of sales or type of seed, your discount is 50% on every packet.
- **NO INVESTMENT**—Shipped prepaid. You pay nothing for Burpee color packets until the season is over. On or before August 1st you return unsold packets and are billed only for those not returned.
- **MOST ADVERTISED SEEDS**—Hundreds of thousands of advertising dollars keep Burpee the top name in seeds. Gardeners in your community insist on Burpee Seeds for gardening success.
- **FREE DISPLAY RACKS**—You get free, attractive metal display racks. Your choice of counter or floor models of these beautiful displays that bring a colorful touch of spring to your store.
- **FREE SALES HELPS**—Everything to identify you as a Burpee Seed Dealer and to sell for you. Window streamers, posters, decals, ad mats, give-aways, etc. They'll sell Burpee Seeds for you and help sell all other garden supplies.
- **CHOICE OF ASSORTMENTS**—You may choose standard assortments of flowers, vegetables, or both, based on Burpee's years of experience, or you may make your own selection of packets.
- **FAST SERVICE BY MAIL**—Service as fast as your postman. Convenient reorder forms are packed with each shipment to help us serve you.

Counter Model
Display Rack.



COLOR PACKET ORDER 809787

We recommend you order standard assortments or let us prepare your order based on your last year's sales. Standard assortments are balanced to provide the proportionate amount of best-selling varieties in your area, based on Burpee's years of experience.

Indicate the number of assortments, display racks and sales aids you need in the boxes provided. Please print your name and address and desired shipping date under "Shipping Instructions." Then sign in the space for your signature.

SHIPMENT BASED ON LAST YEAR'S SALES

ASSORTMENT A — 500 Flower packets. Retails at \$99.00.
Your cost, \$49.50.

ASSORTMENT C — 500 Vegetable packets. Retails at \$93.00.
Your cost, \$46.50.

ASSORTMENT B — 300 Flower packets and 200 Vegetable packets.
Retails at \$95.00. Your cost, \$47.75.

OWN SELECTION — 500 or more packets indicated below. These must be ordered in multiples of five. Reorders may be ordered in any quantity over 50 in multiples of five.

SHIPPING INSTRUCTIONS

Ship On (Date) 1957 Do Not Write In This Space

Name (Please Print)

Street or RD

Post Office

Zone (If Any)

State

Ship Via

Ship prepaid the assortments indicated, on a Sale & Return basis at 50% discount from suggested retail prices. Please include free advertising aids and display racks checked. I understand I invest nothing now, and I will send unsold packets to you by August 1st when I will be billed only for packets sold

Signature

FLOWER SEEDS IN COLOR PACKETS

Individual varieties must be ordered in multiples of 5 packets. Minimum reorder is 50 packets. Packets not listed below are not supplied in color.

Variety No.	Quantity Wanted	Retail Price	Variety Name
4008	.15	Ageratum, Blue Perfection	
4016	.15	Alyssum, Little Gem	
4044	.25	" Royal Carpet	
4004	.15	" Sweet	
4023	.25	Aster, Burpeeana Ex. Early Mxd.	
4043	.20	" Creo Giant Mxd., Wilt Resistant	
4063	.15	" Giant Branching Mxd., Wilt Resist	
4111	.15	Baby's Breath, King of the Market	
4074	.15	Bachelor's Button, Blue Boy	
4046	.15	Balsam, Double Mixed	
4055	.25	Calendula, Pacific Beauty Mixed	
4239	.15	California Poppies, Monarch Mixed	
4058	.15	Callopis, Tall Mixed	
4052	.15	Candytuft, Umbellata Mixed	
4609	.25	Canterbury Bells, Single Mixed	
4062	.25	Carnation, Marguerite Mixed	
4061	.15	Celosia (Cockscomb), Gl. Plumed Mxd.	
4125	.25	" (Cockscomb), Toreador	
3091	.15	Chrysanthemum (Annual), Dble. Mxd.	
4349	.15	" Sgl. Mxd.	
4604	.50	Columbine, McKana Gt. Mxd.	
4073	.15	Cornflower, Double Mixed	
3111	.25	Cosmos, Orange Flare	
4083	.20	" Sensation, Mixed	
4393	.50	Dahlia, Sunburst	
4397	.25	Daisy, Gloriosa	
4628	.35	Delphinium, Choice Mixed	
4119	.15	Dianthus (Annual), Single & Dble. Mxd.	
4106	.25	Forget-Me-Not, Blanche Burpee (Tall)	
4149	.15	Four O'Clock, Tall Mixed	
4625	.50	Foxglove, Excelsior, Mixed	
4101	.15	Gaillardia (Annual), Double Mixed	
4104	.15	Gourds, Mixed Varieties	
3185	.15	Hollyhock (Annual), Mixed	
4626	.15	" (Perennial), Double Mixed	
4105	.15	Kochia, Giant Christmas	
4124	.25	Larkspur, Steeplechase Mixed, H.R.	
4156	.15	" Tall, Double Mixed	
3854	.20	Lupine (Perennial), Mixed	
3221	.15	Marigold, Burpee Gold	
4182	.25	Carnation Flowered Mixed	
4145	.15	Dwarf French Double Mixed	
4159	.25	" Giant Perfecto Mixed	

Variety No.	Quantity Wanted	Retail Price	Variety Name
4153	.25	Marigold, Glitters	
3243	.25	" Goldilocks	
4143	.25	" Mammoth Mum	
4151	.25	" Man-In-The-Moon	
4141	.15	" Naughty Marietta	
4364	.25	" Nearest-to-White, Mxd.	
4154	.50	B's, Red & Gold Hybrids	
4164	.35	" Rusty Red	
4174	.15	" Spry	
4163	.25	" Sun Giants	
4169	.15	" Tall African Double Mixed	
4165	.35	" Tangerine	
4123	.15	Morning Glory, Heavenly Blue (Early)	
4129	.20	" Scarlet O'Hara	
4172	.15	Nasturtium, Giant Double Mixed	
4161	.15	" Dwarf Single Mixed	
3241	.15	" Golden Gleam	
4204	.35	Pansy, Burpee Giant Fancy Blend	
4223	.15	" Trimardeau, Mixed	
4224	1.00	Petunia, Colossal Shades of Rose	
4228	.75	" America Alldouble	
4196	.15	Balcony Mixed	
4353	1.00	Burpee's Alldouble White	
4183	.25	Crown Jewel Mixed	
4243	.25	" Fire Chief	
4398	.50	" Glitters	
4202	.15	Hybrida Mixed	
4354	.50	" Pale Face (F. Hybrid)	
4399	.50	" Red Satin (F. Hybrid)	
4213	.50	" Silver Medal® (F. Hybrid)	
4193	.15	Phlox, Fordhook Finest Mixed	
4185	.35	" Tetra Red	
3922	.25	Poppies, Iceland Mixed	
4189	.15	" Shirley Single Mixed	
4184	.20	Portulaca, Double Mixed	
2660	.25	" Magic Carpet (Dble. Mixed)	
4194	.15	" Single Mixed	
4242	.15	Salpiglossis, Large Flowered Mixed	
4245	.15	Scabiosa, Blue, White and Pink Shades	
4252	.15	" Tall Double Mixed	
4251	.20	Scarlet Sage (or Salvia), Splendens	
4254	.25	Snapdragon, Burpee Extra Early Mxd.	
4273	.15	" Gt., Rust Resistant, Mxd.	

FREE DISPLAY RACK ORDER

As a new Burpee Seed dealer you are entitled to one display rack for each 500 packets ordered. If you sold Burpee Seeds last year you are entitled to one display rack for each 500 packets ordered in excess of your last year's order. Indicate number of display racks to which you are entitled, by type desired, in boxes below. Burpee's beautiful metal display racks are expensive and are furnished free with the expectation of several year's use. Your cooperation is urged.

COUNTER MODEL DISPLAY RACK FLOOR MODEL DISPLAY RACK

FREE SALES AIDS ORDER

Check items you agree to use. We will send them with your order.

FULL-COLOR STREAMER (S) \$10,000 OFFER STREAMER (O)
 DUMMY PACKETS (P) FULL-COLOR HANGER POSTER (H)
 ILLUSTRATED SHEET OF FREE NEWSPAPER AD MATS (M) DECALCOMANIA (D)
 FOLDERS "Planning Your Flower Garden." 50 free on request. Additional copies, 100 for \$1.00. Send _____ (F)

THANK YOU FOR YOUR COOPERATION

Everything possible has been done to give you a highly profitable arrangement without possibility of loss. Frankly, unless you sell more than half the total ordered the transaction results in a loss to us. We state now, in fairness to you, we can continue shipping you color packets from year to year only if you sold more than half the seed purchased the previous year. So both of us may profit most, we request you display in a good location, early in the season.

TERMS AND CONDITIONS OF SALE

The sale of Burpee Seeds in packets on a Sale & Return basis, is limited to continental United States and is subject to the following provisions: Purchaser agrees to purchase and to reship to Burpee Seeds in packets at a discount of 50% from the suggested retail prices. Title to packets shipped to pass to purchaser upon delivery to common carrier by Burpee. Purchaser agrees to sell Burpee and Burpee agrees to repurchase all unsold packets at a discount of 50% from the suggested retail prices if returned by August 1st next. Title to packets to be repurchased to pass to Burpee upon receipt from common carrier. Repurchase to be credited against amount due from Purchaser after Burpee's audit and acceptance and remaining amount to be paid promptly. W. Atlee Burpee Co. shall not be liable for loss due to strikes, fires, delays of carriers, acts of God, or any other causes beyond our control. W. Atlee Burpee Co. warrants to the extent of the purchase price that seeds sold are as described on the containers within recognized tolerances. Seller gives no other or further warranty, express or implied.

VEGETABLE SEEDS IN COLOR PACKETS

Variety No.	Quantity Wanted	Retail Price	Variety Name
6161	.15	Beans, Bush, Bountiful Green Pod	
6171	.20	" Burpee's Brittle Wax	
6163	.15	" B's Stringless Green Pod	
6183	.20	" Lima, Burpee's Fordhook	
6805	.15	" Jackson Wonder	
6176	.15	" Pencil Pod Wax	
6172	.15	" Surecrop Stringless Wax	
6182	.20	" Pole, Kentucky Wonder	
5115	.20	" Lima, King of the Garden	
6193	.25	Beet, Burpee's Red Ball	
6191	.15	" Crosby's Egyptian	
6192	.15	" Detroit Dark Red	
6085	.20	Broccoli, DeCicco	
6006	.20	Brussels Sprouts, Long Island Impr.	
6012	.20	Cabbage, Burpee's Surehead	
6002	.15	" Copenhagen Market, Burpee's	
5004	.15	" Early Jersey Wakefield	
6001	.20	" Golden Acre	
5195	.20	" Mammoth Red Rock	
6017	.20	" Perfection Drumhead Savoy	
6137	.75	Cantaloupe, Burpee Hybrid	
5245	.20	" Hale's Best 936	
6061	.20	" Hearts of Gold	
6062	.15	" Netted Gem or Rocky Ford	
5037	.15	" Pride of Wisconsin	
5016	.15	Carrot, Chantenay	
6016	.15	Danvers Half Long	

Please Do Not Write Below

TOTAL FLOWER PACKETS

PACKETS @ 15¢ \$ _____
PACKETS @ 20¢ _____
PACKETS @ 25¢ _____
PACKETS @ 35¢ _____
PACKETS @ 50¢ _____
PACKETS @ 75¢ _____
PACKETS @ \$1.00 _____
Total Retail Price \$ _____
Less Discount _____
Net Cost Flowers _____
Net Cost Vegetables _____
Total Net Cost \$ _____

TOTAL VEGETABLE PACKETS

PACKETS @ 15¢ \$ _____
PACKETS @ 20¢ _____
PACKETS @ 25¢ _____
PACKETS @ 35¢ _____
PACKETS @ 40¢ _____
PACKETS @ 45¢ _____
PACKETS @ 50¢ _____
PACKETS @ 75¢ _____
Total Retail Price \$ _____
Less Discount _____
Net Cost Vegetables \$ _____

Variety No.	Quantity Wanted	Retail Price	Variety Name
5289	.15	Onion, Southport White Globe	
5275	.15	" " Yellow Globe	
6073	.15	Parsley, Extra Curled Dwarf (Emerald)	
5283	.15	" Parsnip Rooted or Hamburg	
6075	.20	Parsnip, Guernsey	
5174	.15	Peas, Alderman	
6223	.20	Burpee's Blue Bantam	
6225	.20	" Little Marvel	
6213	.25	" Golden Cr. Bantam	
6212	.25	" Stowell's Evergreen	
6205	.20	Sweet, Burpee's Golden Bantam	
5049	.20	Ruby King, Burpee's	
5137	.25	Pumpkin, Jack-O-Lantern	
6082	.15	" Small Sugar	
6097	.25	Radish, Burpee's Red Giant	
6096	.25	" Burpee White	
5025	.20	Improved Long Green	
5029	.15	Marketer	
5024	.15	National Pickling	
6031	.25	Eggplant, Black Beauty, Burpee's	
5229	.15	Florida Highbush	
5027	.15	Endive, Broad Leaved Batavian	
6038	.20	" Green Curled	
6144	.15	Herb, Dill	
6153	.25	" Sage	
6035	.15	Kale, Dwarf Blue Curled Scotch	
5234	.15	Kohlrabi, Early Purple Vienna	
6032	.20	" Early White Vienna	
5057	.15	Table Queen or Acorn (Vine)	
6105	.15	" True Hubbard	
6195	.20	Swiss Chard, Burpee's Fordhook Giant	
6202	.25	" Rhubarb	
6045	.15	Black Seeded Simpson (Leaf)	
6051	.20	Burpee's Iceberg (Head)	
6043	.20	Grand Rapids (Head)	
6053	.25	Great Lakes (Head)	
6035	.20	Paris Wht. Cos or Romaine (Lf.)	
6042	.25	Salad Bowl (Leaf)	
5261	.15	Mustard, Florida Broadleaf	
5038	.15	Southern Giant Curled	
5034	.15	Okra, Clemson Spineless	
6077	.15	Perkins Long Green Pod	
6065	.20	Watermelon, Dixie Queen, Wilt Resistant	
5268	.15	Onion, Crystal White Wax	
6072	.20	Evergreen, Long White Bunching	
6068	.25	" New Hampshire Midget	
5271	.20	Prietzaker	
5252	.15	Stone Mountain	

BURPEE SEEDS—THE WORLD'S MOST ADVERTISED SEED!

MILLIONS KNOW "BURPEE SEEDS GROW"

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY ENVELOPE

FIRST CLASS PERMIT No. 366
PHILADELPHIA, PA.

Postage
Will Be Paid
by
Addressee

POSTAGE PAID
BY ADDRESSEE

W. Atlee Burpee Co.

Seed Growers

Philadelphia 32
Pennsylvania

H. E. R.—F Sales Dept.
Box 6929
North Philadelphia Station



How to Order . . . Burpee Seeds are shipped only when ordered. They are never sent unsolicited. It is to your advantage to order now. This will assure you of getting your Burpee Seeds on time for your order will be packed with fresh seed ahead of the spring rush. It will be shipped on the date you specify. You will not be billed until the end of the season after you have returned unsold packets. The inside pages are your order form for assortments, display racks and sales aids.

We recommend you order standard assortments or let us prepare your order based on your last year's sales. Standard assortments are balanced to provide the proportionate number of best-selling varieties in your area, based on Burpee's years of experience. There are three standard assortments. List of contents will be forwarded on request.

ASSORTMENT A—ALL FLOWERS—500 flower seed color packets, including leading Burpee specialties in "Aristocrat" packets. A \$99.00 retail value. Your cost, \$49.50.

ASSORTMENT C—ALL VEGETABLES—500 vegetable seed color packets, including leading Burpee specialties in "Aristocrat" packets. A \$93.00 retail value. Your cost, \$46.50.

ASSORTMENT B—FLOWERS & VEGETABLES—300 flower seed color packets and 200 vegetable seed color packets, including leading Burpee specialties in "Aristocrat" packets. A \$85.50 retail value. Your cost, \$47.75.

SPECIAL ASSORTMENTS & REFILL PACKETS—You may make up your own assortment from different varieties in color packets, using the inside pages listing all these varieties. Just check box labeled "Own Selection." Individual varieties must be ordered in multiples of 5 packets. Initial order must be for 500 or more packets; reorders for at least 50 packets.



LEADING VARIETIES IN ARISTOCRAT PACKETS

To help you sell even more of the most famous Burpee introductions—the aristocrats of flowers and vegetables—color packets of these varieties are enclosed in outer envelopes of sparkling, attention-getting cellophane, labeled in purple and gold as "A Burpee Aristocrat". These varieties are indicated on the inside pages by the crown symbol ()

A Burpee Aristocrat®



Floor Model Display Rack

With your order for color packets you get free metal display racks—your choice of counter or floor models. Sturdy and attractively designed, they have a beautiful aluminum finish with eye-catching 3-color silk screened sign. They will provide your store with a touch of spring.

BURPEE HELPS YOU SELL WITH ALL THESE FREE SALES AIDS



WINDOW STREAMER. Big (9 x 28 inches) streamer—attractively printed in natural color. A beautiful display that really sells.

BURPEE HYBRID ZINNIAS



4-COLOR POSTERS
Large (13 x 21 inches), beautiful natural color posters showing Burpee's fast-selling specialties. Brilliant varnish finish. Equipped with metal hangers. One of the most showy seed displays ever!



DUMMY PACKETS Fronts of actual color packets for decorating windows or stringing across store in a colorful spring display.



NEWSPAPER AD MATS. Illustrated sheet of many free newspaper advertising mats in many sizes to meet your own advertising needs.

DECALCOMANIA. A 3-color decal about 6 inches in diameter for window, showcase or wall to permanently identify you as a dealer in Burpee Seeds.



VISIT OUR DISPLAY OF Burpee SEEDS

TRAFFIC BUILDING KIT

Now you can have a proven traffic builder—a give-away packet of Burpee Seeds valued at 25¢. Build traffic and sales for all your merchandise with printed good will with your customers. Just offer it free to anyone visiting your store. Burpee gives you the free window banner shown above and ad mats to promote the offer—and makes the cost of the give-away packets ridiculously low—only 3¢ per packet. It's a full-size packet of Burpee's new Primrose Beauty Marigold worth 25¢. Special kit includes everything you need for your traffic building PROMOTION. Included are 100 packets of Primrose Beauty Marigold (value \$25.00—your cost only \$3.00). You get free, 3-color window banner and newspaper ad mats. Order as many kits as you like. (These may not be returned for credit.)



WINDOW STREAMER ON \$10,000 OFFER. You can tie-in with Burpee's \$10,000 Offer for a white marigold. Details of offer are on back of "Nearest-to-White Marigold" packet. This red and yellow window streamer will lead people to your Burpee Display.

